

# Pengaruh konseling karir terhadap kepuasan kerja dan Intention to Turnover pada karyawan divisi sales PT. X = The effect of career counseling to job satisfaction and intention to turnover of employees at X company sales division

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## Abstrak

Tesis ini berfokus pada pemberian konseling karir pada karyawan sales monitoring di perusahaan yang bergerak di bidang preventive health untuk meningkatkan kepuasan kerja, sehingga dapat menurunkan intention to turnover. Alat ukur diadaptasi alat ukur kepuasan kerja (Spector, 1997) (Alpha Cronbach = 0,974) dan intention to turnover (Mobley, 1978) (Alpha Cronbach = 0,958).

Hasil uji korelasi Pearson menunjukkan hubungan negatif yang signifikan antara kepuasan kerja dan intention to turnover ( $r = -0,868$  dan signifikansi 0,001). Hasil tersebut menunjukkan bahwa dengan semakin meningkatnya kepuasan kerja pada sales, maka intention to turnover mereka akan semakin rendah.

Intervensi konseling karir diberikan kepada karyawan untuk meningkatkan kepuasan kerja dan menurunkan intention to turnover.

Hasil uji Paired Sampled T-Test sebelum dan sesudah intervensi menunjukkan bahwa terdapat perbedaan skor yang signifikan pada skor kepuasan kerja dengan nilai signifikansi 0,017 ( $p > 0,05$ ) dan skor intention to turnover dengan nilai signifikansi 0,038 ( $p > 0,05$ ). Hasil tersebut menunjukkan bahwa konseling karir dapat meningkatkan kepuasan kerja dan menurunkan intention to turnover pada karyawan divisi sales monitoring di PT.X. Dengan demikian, perusahaan perlu menerapkan konseling karir secara berkelanjutan.

.....This thesis focus on providing career counseling to employees in sales monitoring division at company that engaged in the field of preventive health to increase job satisfaction, and decrease the intention to turnover. Tools were adapted from job satisfaction (Spector, 1997) (Cronbach alpha = .974) and intention to turnover (Mobley, 1978) (Cronbach alpha = 0.958).

The results of the Pearson correlation test showed a significant negative relationship between job satisfaction and intention to turnover ( $r = -0.868$  and significance of 0.001). This result indicates that with increasing job satisfaction in sales, then the intention to turnover they will be decreased. Career counseling intervention had given to employees to enhance job satisfaction and to reduce intention to turnover.

The Paired T-Test sampled results before and after the intervention suggests that there are significant differences in scores on job satisfaction scores with a significance value of 0.017 ( $p > 0.05$ ) and scores intention to turnover with a significance value of 0.038 ( $p > 0.05$ ). These results indicate that career counseling can improve job satisfaction and lower intention to turnover at employees at X Company Sales Monitoring. Thus, the company need to implement a sustainable career counseling.